

### **ABSTRACT OF THE DISCLOSURE**

An apparatus and method for transmitting and receiving multimedia broadcasting in order to provide multimedia broadcasting services and interactive broadcasting services are provided. An apparatus for receiving multimedia broadcasting includes a reference clock receiver, which receives a reference clock value, i.e., a current time value, of real-time multimedia broadcasting; a multimedia document receiver/storage, which receives and stores a first multimedia document; a media data receiver/storage, which receives and stores first media data; and a multimedia document renderer, which when the first multimedia document is scheduled at the reference clock value and the first media data is a rendering material used to render the first multimedia document, renders the first multimedia document using the first media data.